



UNDER SECRETARY OF DEFENSE
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WASHINGTON, DC 20301-1100



May 22, 1997

MEMORANDUM FOR UNDER SECRETARIES OF DEFENSE
DIRECTOR, DEFENSE RESEARCH AND ENGINEERING
ASSISTANT SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF DEFENSE
DIRECTOR, OPERATIONAL TEST AND EVALUATION
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DIRECTORS OF THE DOD FIELD ACTIVITIES

INFO COPY: SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF

SUBJECT: Management Reform Memorandum #9 -- Evaluation of Non-training Audiovisual
Materials

The Secretary of Defense has directed that we undertake a revolution in business practices in conjunction with the Quadrennial Defense Review. During the past five years, there has been an explosion of audio-visual informational materials, especially in the production of videotapes. We need to assess the genuine informational value of these materials.

I am asking the Assistant Secretary of Defense for Public Affairs (ASD(PA)) to undertake a survey in the next 60 days of the policies governing audio-visual materials in OSD, and of the Defense Agencies and Field Activities. ASD(PA) will develop a format for this evaluation and work with your representatives to obtain the required information.

Your cooperation in supporting this evaluation will be appreciated.

In approximately two weeks from the date of this memorandum, I will have my secretary arrange a meeting with the ASD(PA) to obtain a status on how this effort is proceeding.


John I. Hamre